

REMARKS

Claims 77-193 are currently pending in the subject application and are presently under consideration. Claims 1-76 have been canceled and claims 77-193 have been newly added. A version of all claims can be found at pages 2-18 of this Reply.

Favorable reconsideration of the subject patent application is respectfully requested in view of the comments and amendments herein. In particular, independent claim 77 (and similarly independent claims 133 and 185) recites, “A non-transitory computer readable storage medium that stores instructions executable by a processor to... *identify an extra incentive* for a qualified buyer included in the set of buyers.” For example, in addition to the single discounted price for the item that can be available if a minimum quantity of orders are received, a qualified buyer can also receive an extra incentive as well, e.g., a further price reduction, a credit, an upgraded option, and so forth. Neither Pallakoff nor Shavit disclose or suggest these features. Accordingly, claims 77-193 are believed to be in condition for allowance.

CONCLUSION

The subject application is believed to be in condition for allowance in view of the above comments and amendments. A prompt action to such end is earnestly solicited.

In the event any fees are due in connection with this document, the Commissioner is authorized to charge those fees to Deposit Account No. 50-1063 [GEDP101USE].

Should the Examiner believe a telephone interview would be helpful to expedite favorable prosecution, the Examiner is invited to contact applicant's undersigned representative at the telephone number below.

Respectfully submitted,
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